

Message Text

UNCLASSIFIED

PAGE 01 BERLIN 05570 221726Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----230434Z 041670 /70
R 221532Z MAR 77
FM AMEMBASSY BERLIN
TO USDOC WASH DC
INFO SECSTATE WASHDC 4360
AMEMBASSY VIENNA

UNCLAS BERLIN 5570

USDOC FOR BEWT; VIENNA FOR EWTC

E.O.11652: N/A
TAGS: EEWT, GE
SUBJECT: US EXHIBITION - LEIPZIG SPRING 1977 CLOSE OF
BUSINESS REPORT

1. US EXHIBIT "INDUSTRIAL INSTRUMENTATION".
2. LEIPZIG - 12-20 MARCH 1977.
3. NUMBER OF AGENTS AND DISTRIBUTORS APPOINTED - 1.
NUMBER OF AGENTS AND DISTRIBUTORS UNDER NEGOTIATION - 3.
4. FLOOR SALES \$523,000.
(A) 15 COMPANIES REPORTED \$5,613,000, 12 MONTHS
PREDICTION WHICH INCLUDED A \$3,000,000 JOINT VENTURE
AGREEMENT.
5. VISITORS DID NOT REGISTER SINCE THE GDR DOES NOT
PERMIT IT. ESTIMATED NUMBER OF VISITORS TO US EXHIBIT
DURING 8 DAYS PERIOD OVER 200,000. VISITORS HAVING
DETAILED BUSINESS DISCUSSIONS ON THE STANDS AND IN
THE LOUNGE AND CONFERENCE AREAS NUMBERED OVER 500.
THE LEIPZIG FAIR AS A WHOLE CLAIMS ATTENDANCE OF
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BERLIN 05570 221726Z

1,000,000 PEOPLE.

6. ROSS OPERATING VALVE RECEIVED A LEIPZIG FAIR
GOLD MEDAL. SPERRY UNIVAC INITIATED PRELIMINARY
DISCUSSIONS ON A \$3,000,000 JOINT VENTURE.
THE FOLLOWING ARE SELECTED QUOTES FROM THE EXHIBITION
REPORTS:

BURR BROWN - THE US EXHIBIT SHOULD BCONSIDERED
A SUCCESS FOR BURR BROWN IN THAT WE LOOK LIKE WE
HAVE MADE OUR FIRST SMALL SALE. WE HAVE CONTACTED
MANY END USERS AND INCLUDED IN THESE ARE THE BEST
FIRMS FOR OUR PRODUCTS.

E.I. DU PONT - APPROXIMATELY 200 VISITORS/ENGINEERS
WERE HANDLED DURING THE LEIPZIG FAIR. AS A RESLUT
THE DEPARTMENT MADE GOOD CONTACTS AND FURTHER
DEVELOPED EXISTING BUSINESS RELATIONS. THE BACK UP
GIVEN TO US BY THE COMMERCE EXHIBIT STAFF WAS
SUPERIOR...

GENERAL ELECTRIC - THIS WAS THE FIRST GE
PARTICIPATION IN AN EAST EUROPE FAIR WITHIN A USDOC
EXHIBIT. GE PERSONNEL MANNING THE STAND
IN LEIPZIG WILL ENDORSE PARTICIPATION IN FAIRS IN EAST
EUROPE WITHIN USDOC EXHIBITS.

NEW BRUNSWICK - ONE OF THE BEST ORGANIZED SHOWS
WE EVER ATTENDED.

ORION - VERY PLEASED WITH RESULTS. WE PLAN TO
PARTICIPATE AGAIN. THIS SHOW IS PRACTICALLY THE ONLY
POSSIBILITY TO CONTACT FINAL USERS.

PHYSICAL ELECTRONICS - THE INTRODUCTION OF OUR
COMPANY TO THE GDR MARKET WAS ACHIEVED. THE
ASSISTANCE WE RECEIVED FROM THE PERSONNEL OF THE US
DEPARTMENT OF COMMERCE AS WELL AS FROM THE AMERICAN
EMBASSY BERLIN HAS BEEN EXCELLENT AND EVERY EFFORT
WAS UNDERTAKEN TO PROMOTE OUR PRODUCT.

SPERRY UNIVAC - LOOKING FOREARD TO GREAT BUSINESS
OPPORTUNITIES WITH GDR.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BERLIN 05570 221726Z

ANALOG DEVICES - THIS STAND WAS AGAIN VERY WELL
PREPARED AND ORGANIZED BEFORE AND DURING THE SHOW.
THE NECESSARY HELP WAS GIVEN TO US TO CONTACT THE
KEY PEOPLE OF THE FOREIGN TRADE ORGANIZATIONS.
THIS SHOW WILL BE A CONTINUAOUS HELP FOR US IN THE
FUTURE TO PENETRATE THE SOCIALIST MARKET.

CARL LAMBRECHT - CONCLUDED AN AGREEMENT WITH
ELEKTROMAT/DRESDEN THROUGH FTO HEIMELECTRIC TO
SUPPLY LASERS TO BE USED IN ELEKTROMAT'S SPIRAL
RESISTOR TRIMMING SYSTEM. ANTICIPATE ANNUAL SALES
VOLUME IS 1,200,000 OF WHICH 60 PERCENT IS
U. S. COMPONENTS.

7. MANY SERIOUS DISCUSSIONS AND PRELIMINARY
NEGOTIATIONS WERE HELD DAILY AND THE CONSIDERABLE
ACTIVITY IN THIS SECTOR INDICATES THAT THE
GDR IS VITALLY INTERESTED IN US TECHNOLOGY AS
REPRESENTED IN THE EXHIBITION'S PRODUCT.

8. TOTAL NUMBER OF EXHIBITORS 21; EXHIBITORS -
STATE OF PA (4) AND AMTEST (4).
(A) NEW TO EXPORT - 1.
(B) NEW TO MARKET - 12.
(C) OLD TO MARKET - 11.
(D) FULLY ACHIEVING OBJECTIVES - 10.
(E) PARTIALLY ACHIEVING PRIMARY MARKETING
OBJECTIVE - 5.
(F) FAILING TO ACHIEVE PRIMARY MARKETING
OBJECTIVE - 3.
(G) 30 AMERICANS ATTENDED; SEVEN EXHIBITORS HAD
NO US CITIZEN REPRESENTATIVE.

9. THREE IMPORTANT DELEGATIONS VISITED THE US
EXHIBIT AND MET WITH USDOC AND AMEMBASSY STAFF;
DR BEIL, FOREIGN TRADE STATE SECRETARY OF THE GDR;
MR. BIERMANN, DIRECTOR GENERAL OF CARL ZEISS; AND
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BERLIN 05570 221726Z

DR. MURGOTT, PRESIDENT OF THE GDR CHAMBER OF
FOREIGN TRADE. POLANSKY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, REPORTS, TRADE FAIRS, EXHIBITS
Control Number: n/a
Copy: SINGLE
Sent Date: 22-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BERLIN05570
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770098-0954
Format: TEL
From: BERLIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770337/aaaabfmx.tel
Line Count: 141
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 96fb34b4-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 23-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3040448
Secure: OPEN
Status: NATIVE
Subject: US EXHIBITION - LEIPZIG SPRING 1977 CLOSE OF BUSINESS REPORT
TAGS: EEWT, GC, US
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/96fb34b4-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009